

Other Types of Events

There are many different ways that you can celebrate National Public Health Week in your community if a walk is not feasible for you this year. Below are some ideas that you can use, or feel free to come up with an event that best fits your organization. As you can see, some events are larger than others, and some activities are informational in nature and are not “events” at all. What is important is that your organization does something to promote the important work of public health in your community during National Public Health Week. Feel free to use the following suggestions individually, in some sort of combination, or think of an event that is completely unique to your organization. The tips throughout this guide will help you plan an event, no matter the size or scope.

Open House

Bringing people to your facilities allows them to experience the work of public health first hand. This event is especially useful if you have recently moved, remodeled, or restructured in any way. The key here is finding an appealing way to get people to your location so you can educate them on all you do for the community. Consider having key members of staff on hand to answer questions, or help people understand the different services you provide. Be sure to highlight the services that occur beyond the doors of your organization. If you decide to plan an open house, it is important to remember to put your best foot forward. This means making sure your offices are clean and uncluttered, with a professional look that is still friendly.

Spring Cleanup

National Public Health Week takes place the week of April 4-10, 2005. By this time, winter weather in most parts of the state is usually past, creating a time of renewal. Use this opportunity to educate the community about your environmental health efforts through a community cleanup. This does not mean that your organization has to be the only group to participate. People like to help. Alert the media of your planned cleanup, as well as service and youth organizations, making sure that people know that the cleanup is sponsored by your organization.

A community cleanup also provides great teachable moments. By having members of your staff spread throughout the cleanup teams, they will be able to interact with people from all over the community and share the importance of public health with them in a friendly, conversational way.

Research or Report Data Release

Many public health agencies across the state create assessment reports for their communities. If your organization already produces an annual assessment report, and the information is available in time, consider releasing the results during Public Health Week, or consider launching a new research project during Public Health Week. This is an easy way to take something you already do, and tie it to Public Health Week.

If your organization does not do an assessment report, there are other ways you can release data about the importance of public health to your community. Release a “by the numbers” report that lists the number of restaurant inspections, sewer inspections, immunizations, education events, etc. your organization provided for the community over the last year. This type of report can be very useful in showing the positive impact public health has on your community and demonstrating how public health serves all residents on a daily basis.

Workshops/Demonstrations

There are many different types of workshops you can use as an event for Public Health Week, and like assessment reports, you can often use workshops you already provide as a Public Health Week event. Useful for emergency preparedness, food handling and many other topics, workshops are a great way to interact with members of your community in a positive way. Partner with other organizations and businesses in your community to create a workshop on emergency preparedness where participants can make a basic emergency kit. Use the fact that Public Health Week takes place in April, often associated with spring and better weather, to have a workshop on food handling and BBQ safety. The opportunities are endless.

Existing Program Activities

Many local public health agencies already host various events as a part of their programs’ ongoing work. One approach for Public Health Week is to survey programs for any existing activities that are in the planning stage for spring and consider tying one or more of these activities to Public Health Week. This strategy could be a win-win, drawing more attention to an existing event and helping a local public health agency accomplish two goals with one event.

Information Release

One of the important community services local public health agencies already do is that of releasing information, resources and tips about a variety of topics ranging from hand washing tips to smoke-free restaurant guides and from water quality information to recommended immunization schedules. Consider one or a series of news releases during public health week that focus on timely topics that existing programs are already promoting. Use the Public Health Week theme to underscore the range of services public health agencies provide to their communities.